

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 SP-02 AID-05 EB-07 NSC-05 RSC-01

CIEP-02 TRSE-00 SS-15 STR-04 OMB-01 CEA-01 CIAE-00

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R 310637Z JAN 75

FM AMEMBASSY BELGRADE

TO SECSTATE WASHDC 1844

INFO AMCONSUL ZAGREB UNN

UNCLAS SECTION 1 OF 2 BELGRADE 0452

PASS COMMERCE AND USDA

E.O. 11652: N/A

TAGS: BTIO, BEGEN, YO

SUBJ: US-YUGOSLAV ECONOMIC COUNCIL AGRO-BUSINESS SYMPOSIUM

REF : A. BELGRADE 0420 B. STATE 8311

1. SUMMARY: USYEC SYMPOSIUM MARCH 4-5 ON AGRO-BUSINESS PROMISES TO HELP ADVANCE US-YUGOSLAV BUSINESS RELATION AND DEVELOP MAJOR U.S. EXPORT OPPORTUNITIES IN SECTOR WHICH AMONG YUGOSLAVIA'S HIGHEST DEVELOPMENT PRIORITIES. WE SUGGEST DEPARTMENT (A) OFFER EMBASSY SUPPORT AND SUGGESTIONS FOR SEMINAR AND, (B) ASK USYEC TO STRESS NOW TO EXPECTED SEMINAR PARTICIPANTS THAT PARTICIPATION IN U.S. EXHIBIT AT MAY 1975 NOVI SAD AGRICULTURAL FAIR IS IDEAL WAY TO EXPLOIT MARKET. END SUMMARY.

2. WE REGARD SYMPOSIUM AS EXCELLENT INITIATIVE. FOOD PRODUCTION AND PROCESSING ARE AMONG YUGOSLAVIA'S HIGHEST DEVELOPMENTAL PRIORITIES. MANY YUGOSLAV ENTERPRISES IN THIS SECTOR WANT GREATER COOPERATION WITH FOREIGN FIRMS. U.S. COMPANIES ENJOY EXCELLENT EXPORT PROSPECTS RANGING UNCLASSIFIED

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FROM COMPLETE SYSTEMS AND TURNKEY PROJECTS TO INDIVIDUAL

SALES OF LIVESTOCK, AGRICULTURAL MACHINERY, AND FOOD PROCESSING EQUIPMENT.

3. FOR DEPARTMENT'S BACKGROUND, EMBASSY AT USYEC (WALKER) REQUEST DISCUSSED SYMPOSIUM IN MID-DECEMBER WITH STEVAN ZEC, WHO IS BOTH COUNSELOR FOR NORTH AMERICAN AFFAIRS IN FEDERAL ECONOMIC CHAMBER AND EXECUTIVE SECRETARY OF USYEC'S SISTER YUGOSLAV ORGANIZATION (YCPEC), WHICH LACKS ITS OWN STAFF. DISCUSSION WAS FOLLOWUP TO USYEC LETTER ASKING ZEC WHETHER HE COULD PROVIDE MARKETING INFORMATION, IDENTIFY JOINT VENTURE OPPORTUNITIES, AND SUGGEST YUGOSLAV PARTICIPANTS FOR SYMPOSIUM. WE OFFERED TO COOPERATE IN PREPARATION OF MARKET INFORMATION.

4. IN EARLY JANUARY, ZEC SAID HE WAS WRITING USYEC THAT MARKETING INFORMATION COULD NOT BE PREPARED BY MARCH 4 SYMPOSIUM DATE. ZEC THOUGHT IT WOULD BE DIFFICULT TO SEND YUGOSLAV GOVERNMENT OFFICIAL TO SYMPOSIUM AND COMMENTED THAT EXECUTIVES FROM AGRICULTURAL KOMBINATS NOT LIKELY VISIT U.S. UNLESS "BUSINESS PURPOSE" EXISTED. AS ALTERNATIVE TO SYMPOSIUM IN U.S., ZEC INDICATED, HE WOULD PROPOSE THAT USYEC MEMBERS MEET WITH YUGOSLAVS AT MAY 1975 NOVI SAD AGRICULTURAL FAIR.

5. USYEC THEREUPON WROTE FOR OUR SUGGESTIONS ON POSSIBLE YUGOSLAV PARTICIPANTS AND ON MARKETING OPPORTUNITIES.

6. WE SUGGEST DEPARTMENT PASS USYEC FOLLOWING PARAGRAPHS OFFERING EMBASSY SUPPORT AND SUGGESTIONS FOR SYMPOSIUM.

7. YUGOSLAV PARTICIPATION:

A. IN DISCUSSION SCHEDULED JANUARY 31 WITH ZEC AND HIS SUPERIOR, CHAMBER SECRETARY FOR FOREIGN RELATIONS MARJANOVIC, WE INTEND POINT OUT DEFINITE BUSINESS PURPOSE OF SYMPOSIUM (SEE PAR 4), EXPLAIN POTENTIAL USEFULNESS TO BOTH YUGOSLAV AND U.S. ENTERPRISES, AND URGE PARTICIPATION BY YUGOSLAV GOVERNMENT EXPERT ON AGRICULTURE.

B. IN LINE WITH TELEX REQUEST FROM USYEC BOARD MEMBER VERMILYE OF UNION PLANTERS NATIONAL BANK, WE ENCOURAGED UNCLASSIFIED

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BEOGRADSKA BANKA TO ACCEPT VERMILYE'S INVITATION TO PARTICIPATE. SINCE BEOGRADSKA BANKA HAS DECLINED, WE HAVE DESCRIBED AND ENDORSED SYMPOSIUM TO FOLLOWING EXECUTIVES OF THREE OTHER BANKS WHICH USYEC MIGHT INVITE TO SEND REPRESENTATIVES. OUR CONTACTS WERE WITH:

(1) DR. ING. ALEKSANDAR MISEV, ASSISTANT GENERAL MANAGER AND RECENTLY APPOINTED U.S. REPRESENTATIVE

OF STOPANSKA BANKA. MISEV HOLDS DOCTORATE IN AGRONOMY AND WORKED IN AGRICULTURAL ENTERPRISES BEFORE JOINING BANK. HE HAS GOOD PRESPECTIVE OF YUGOSLAV AGRICULTURAL POLICY, MACEDONIAN PROJECTS, AND KOMBINAT OPERATIONS. WE SUGGESTED THAT HE CONTACT WALKER IN NEW YORK. WE ALSO SPOKE ABOUT SEMINAR TO GENERAL MANAGER DARAGAN ZAHARIEVSKI OF STOPANSKA BANKA. ADDRESS: 11 OKTOMVRI 7, SKOPJE. TELEX: 51140 YU ST BANK.

(2) GENERAL DIRECTOR DUSAN VLATKOVIC, VOJVODJANSKA BANKA, P.O. BOX 272 OR BULEVAR M TITA 14, 21000 NOVI SAD. TELEX 14129 YU VOJBA. THIS BANK HEAVILY INVOLVED IN AGRICULTURAL AND FOOD PROCESSING ACTIVITIES IN RICH VOJVODINA AREA. IT IS HELPING FORM CONSORTIUM WHICH ANTICIPATES INVESTMENT OF \$500 MILLION, INCLUDING \$120 MILLION IN EQUIPMENT, IN SUGAR AND EDIBLE OIL PROCESSING BY 1980.

(3) SENIOR VICE PRESIDENT MARJAN KANDUS, LJUBLJANSKA BANKA, TRG REVOLUCIJE S/C, 61000 LJUBLJANA. TELEX: 31170. IN ADDITION TO ITS ACTIVITIES IN SLOVENIA, THIS BANK HAS FINACED MORE AGRIBUSINESS DEVELOPMENT IN VOJVODINA THAN EVEN VOJVODJANSKA BANKA.

(4) INTERESTING KOMBINAT PARTICIPANT WOULD BE ING, MILAN ZJALIC, DYNAMIC GENERAL DIRECTOR OF ZAGREBACKA MLJEKARA (ZAGREB DAIRY), AND FORMER VICE PRESIDENT CROATIAN EXECUTIVE COUNCIL. ADDRESS: ZITNJAK BB, P.O. BOX 212, 41000 ZAGREB. TELEX 21556 YU ZAGMLJ. DAIRY, WHICH CURRENTLY PURCHASES MILK FROM VAST NUMBER OF PRIVATE FARMERS, BEGINNING PROGRAM TO PRODUCE SUBSTANTIAL PORTION OF ITS REQUIREMENTS. DAIRY PLANS PURCHASE IMMEDIATELY 800-1000 HEAD DAIRY

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ACTION EUR-12

INFO OCT-01 ISO-00 AGR-10 SP-02 AID-05 EB-07 NSC-05 RSC-01

CIEP-02 TRSE-00 SS-15 STR-04 OMB-01 CEA-01 CIAE-00

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R 310637Z JAN 75

FM AMEMBASSY BELGRADE

TO SECSTATE WASHDC 1845

INFO AMCONSUL ZAGREB UNN

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PASS COMMERCE AND USDA

CATTLE AND EVENTUALLY BUY 5000-6000 HEAD. NEED OFR
FEED LOT AND DAIRY EQUIPMENT WILL ACCOMPANY CATTLE
PURCHASES, BUT DAIRY NOT YET ORIENTED TOWARD U.S.
SUPPLIERS.

C. EMBASSY WILL BE GLAD TO FOLLOWUP ANY INVITATIONS
TO ABOVE ORGANIZATIONS. PLEASE INFORM AMCONSUL ZAGREB
OF LJUBLJANSKA BANKA OR ZAGREB DAIRY INVITED. WE RECOMMEND
THAT USYEC ALSO ASK YCPEC TO ENDORSE INVITATIONS TO
YUGOSLAV ORGANIZATIONS.

8. MARKETING INFORMATION:

A. EMBASSY JANUARY 24 MAILED TO WALKER OUR LATEST
PRODUCT PRIORITY LISTING (BELGRADE A-20, JANUARY 16),
WHICH CONTAINS SECTIONS ON AGRICULTURAL AND FOOD PROCESSING
AND PACKAGING MACHINERY AND EQUIPMENT. BY MID-FEBRUARY
EMBASSY WILL REVISE (AND POSSIBLY COMBINE), DECEMBER 1972
EXPORT MARKET DIGEST AND MAY 1971 TRADE LIST ON AGRI-
CULTURAL MACHINERY AND EQUIPMENT. WE WILL SEND 100 COPIES
TO USDOC.

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B. REVISED MARKET DIGEST WILL INCLUDE SUMMARY OF
MAJOR YUGOSLAV AGRICULTURAL DEVELOPMENT GOALS AND PLANS,
AS WELL AS EXPANDED SECTION OF KOMBINAT PROFILES WHICH
WILL IDENTIFY KOMBINATS KNOWN TO BE INTERESTED IN JOINT
VENTURES OR OTHER COOPERATIONS WITH FOREIGN FIRMS.

C. IN REGARD TO COMMODITIES AND LIVESTOCK, AGRI-
CULTURAL ATTACHE'S ANNUAL (JANUARY 21) REPORT ON YUGOSLAV
AGRICULTURAL SITUATION ALSO SENT TO WALKER. WE SUGGEST

THAT WALKER DISCUSS WITH FAS HOW USYEC CAN BEST COMPLEMENT ALREADY WELL-DEVELOPED ACTIVITIES IN YUGOSLAVIA OF USDA COOPERATORS. WE SPOKE ABOUT SYMPOSIUM TO VISITING OFFICER FROM FAS EXPORT TRADE SERVICES DIVISION (ETSD), ROBERT E. MANNION, WHO RETURNS TO WASHINGTON FEBRUARY 5. MANNION OFFERED TO BRIEF WALKER ON USDA TRADE OPPORTUNITY REPORTS AND PROGRAMS. IN MANNION'S ABSENCE, WALKER COULD CONTACT ALEX BERNITZ, WHO HEADS ETSK.

9. NOVI SAD FAIR:

A. WHILE SYMPOSIUM WILL PROVIDE ESSENTIAL ACQUAINTANCE WITH YUGOSLAV AGRO-BUSINESS OPPORTUNITIES, PARTICIPATION AT U.S. EXHIBIT AT MAY 1975 NOVI SAD AGRICULTURAL FAIR IS IDEAL VEHICLE TO EXPLOIT THE MARKET. PARTICIPATION FEE PROVIDES PRIME SPACE AND COVERS COMPLETE PACKAGE OF SERVICES FOR EACH EXHIBITION. CONTACTS AT FAIR CAN BE ARRANGED WITH EVERY YUGOSLAV KOMBINAT OF ANY IMPORTANCE AS WELL AS WITH MANY BUYERS FROM NEIGHBORING COUNTRIES. WE WILL BE GLAD TO ASSIST SYMPOSIUM PARTICIPANTS WHO INDIVIDUALLY VISIT NOVI SAD, BUT FIRST RESPONSIBILITY OF OUR LIMITED STAFF MUST BE, OF COURSE, TOWARD EXHIBITORS IN U.S. PAVILION.

B. WE SUGGEST USYEC INFORM EXPECTED SYMPOSIUM PARTICIPANTS NOW OF ADVANTAGES OF NOVI SAD EXHIBIT. EMBASSY HAS SENT INFORMATION ON EXHIBIT, INCLUDING COST OF PARTICIPATION, TO USYEC AND USDOC.
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